



Internship Opportunity

Chris O'Brien Lifehouse – Digital Content Creator

Ascham Old Girl Lisa Horvath, Director of Research at the Chris O'Brien Lifehouse, is offering a Digital Content Creator Internship.

Chris O'Brien Lifehouse is unique in the landscape of health care in Australia -a hospital dedicated solely to cancer care and cancer research, operating within a public and private partnership model under independent, not for profit ownership. In the seven years since it has opened, it has emerged as a leader in cancer care in Australia; a viable entity, a hub of clinical expertise and innovation in research and care, and the primary cancer treatment centre in New South Wales. Its independence fosters and inspires innovation and enables a nimble and responsive approach to patient care.

Chris O'Brien Lifehouse is a Not For Profit Cancer Hospital and relies on the continued support and goodwill from the community to raise awareness across the region. They want all patients regardless of geographical location to know they have a choice when it comes to cancer care and treatment. To achieve this they need to raise our brand awareness and become a household name across the region. With that in mind, the purpose of the internship on offer is to support the marketing team with written and digital content as the Chris O'Brien Lifehouse brand grows.

Details

Location: 119-143 Missenden Road, Camperdown

Type of Internship: Combination of term time and summer vacation

Commitment: Monday to Friday 9am – 5pm. Chris O'Brien Lifehouse will work with each candidate to create work hours that will be beneficial to both parties

Website: <https://www.mylifehouse.org.au/>

Responsibilities

The intern will work closely with marketing director and other members of executive to coordinate and execute written and digital marketing content across internal and external channels. This will include writing great content in a clear and consistent brand voice and repurposing it across email

and digital channels in support of our content strategy, supporting organisational strategic goals and marketing campaigns.

Key responsibilities include:

- Researching and writing two articles per week, on topics around research, clinical trials and updates on surgical advancements across cancer spectrum
- Be able to write compelling patient stories
- Maintain a clear and consistent brand voice across all channels
- Use your creativity to generate personality-packed campaign assets for use across all marketing channels, including online and social advertising, blog posts, landing pages, email marketing, internal signage and more
- Liaise with other members of the team internally and externally to develop content and input into the brand's influencer strategy
- Contribute to the Brand Marketing Team's content strategy with inspirational content ideas
- Upload content when briefed

Skills and Attributes

No specific experience necessary. PR/Media experience will be viewed favourably. Preferred skills:

- Ability to research
- Ability to write an article and/or tell a story
- Experience with social media content creation and engagement
- Adobe Creative Cloud
- Search engine optimization (SEO)
- Editing
- Adaptability.
- Originality
- Time management.
- Communication
- Professional communication skills
- Critical thinking

Application process

Please prepare a resume as well as a covering letter stipulating your interest in the above internship and your suitability for this role.

Submit your application in a Word or PDF format to Skye Barry, Ascham Community Relations Manager, via email at community@ascham.nsw.edu.au

The resume should include:

- Any relevant work experience
- A minimum of two references (employment references are preferred but not essential)
- Contact details
- Availability for the role in 2021/2022

Shortlisted candidates will be contacted by the host company.

Remuneration, timing and 2021 commencement date for the internship will be negotiated directly between the successful candidate and host company. Please note the internship is first and foremost a learning experience. The benefits of the opportunity afforded to the intern will be considered in the remuneration.

Applications close 5pm, Friday 13 August 2021